

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A method of enabling entry to a competition via a printed form whilst maintaining anonymity of a competition entrant, the printed form having coded data readable by a registered sensing device as the sensing device is used to interact with the form, the method including the steps, performed in a computer system, of:

receiving, from the sensing device and via a relay device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

~~identifying a telecommunication address of the relay device via which the interaction data was received;~~ identifying, using the sensing device ID, a registered telecommunications address recorded for the competition entrant;

~~allocating, using the registered telecommunications address, a temporary~~ temporary ~~alias~~ registration to the sensing device ID, or to ~~a user~~ the competition entrant associated with the sensing device, ~~based on the telecommunication address of the relay device;~~

~~storing the temporary alias registration in a registration database associated only with said competition;~~ and

transmitting the competition entry to an application associated with a competition administrator,

wherein the ~~temporary alias~~ registration is used to identify a return telecommunication address for sending information to the ~~user~~ competition entrant, and wherein the ~~temporary alias~~ registration automatically expires after the duration of the competition.

2. (Currently Amended) The method of claim 1, further including the step of sending a message, via the alias telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

3. (Original) The method of claim 2, wherein the form is disposed on a product label including human-readable information relating to the form, and the coded data relates to at least an identity of the label.

4. (Original) The method of claim 2, wherein at least some of the coded data includes a label identifier.

5. (Original) The method of claim 4, wherein the label identifier is a unique product item identifier.

6. (Original) The method of claim 5, wherein the unique product item identifier is an electronic product code.

7. (Original) The method of claim 1, wherein the coded data is substantially invisible to a human.

8. (Original) The method of claim 1, wherein the sensing device ID is stored in the sensing device and is a unique identifier of the sensing device.

9.-13. (Cancelled)

14. (Currently Amended) The method of claim 1, further including the step of ensuring that only a single ~~temporary alias~~ registration is allocated per ~~sensing device or user~~ competition entrant.

15. (Currently Amended) A system for enabling entry to a competition via a printed form, the system comprising:

a sensing device having a sensing device ID, the sensing device being configured to sense coded data on the form and generate interaction data representing interaction of the sensing device with the coded data, and having a transmitter for transmitting the sensing device ID and interaction data to a computer system; and

a computer system configured and programmed to:

receive from the sensing device and via a relay device: the sensing device ID and the interaction data;

identify, using the sensing device ID, a registered telecommunications address recorded for the competition entrant;

allocate, using the registered telecommunications address, a temporary alias registration to the sensing device ID, or to the competition entrant associated with the sensing device;

~~interpret the interaction data as the competition entry;~~

~~allocate a temporary registration to the sensing device ID or to a user associated with the sensing device, the registration including a return telecommunication address associated with the sensing device ID or the user;~~

~~identify a telecommunication address of the relay device via which the interaction data was received;~~

~~allocate a temporary registration to the sensing device ID, or to a user associated with the sensing device, based on the telecommunication address of the relay device;~~

store the ~~temporary~~ alias registration in a registration database associated only with said competition; and

transmit the competition entry to an application associated with a competition administrator,

wherein the ~~temporary~~ alias registration is used to identify a return telecommunication address for sending information to the ~~user~~ competition entrant, and wherein the ~~temporary~~ alias registration automatically expires after the duration of the competition.

16. (Currently Amended) The system of claim 15, wherein the computer system is further configured to send a message, via the alias telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

17. (Original) The system of claim 15, wherein the interaction data identifies at least an identity of the form and a position of the sensing device relative to the form.

18.-19. (Cancelled)

20. (Previously Presented) The system of claim 15, wherein said form is a product label including one or more of: information fields that show information about the competition; button fields that generate one or more actions; and entry fields for user input.

21. (Original) The system of claim 20, wherein each button field is coincident or adjacent machine-readable coded data, the computer being configured to perform the action based on coded data sensed when the sensing device was used to interact with the button field.

22. (Currently Amended) The system of claim 15, further comprising a display device associated with the ~~user~~competition entrant, wherein the action associated with interacting with at least one of the button fields using the sensing device is displaying information on the display device.

23. (Original) The system of claim 22 wherein communication with the display device occurs via the telecommunication address.

24.-25. (Cancelled)

26. (Previously Presented) A method according to claim 1, using a product label for enabling entry to the competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

27.- 30. (Cancelled)

31. (Previously Presented) A method according to claim 1, wherein the competition is an instant win competition.

32. - 34. (Cancelled)